

SLMC 321: Advertising Sales

This course discusses the elements of advertising sales and marketing in the business environment. Content consists of advertising and sales promotion, selection of media, use of advertising and sales promotion as a marketing tool, and ROI (testing media effectiveness). Upon completion, students will demonstrate an understanding of sales/marketing concepts by making actual sales calls to prospective buyers utilizing one of Howard University's media properties.

Credits: 3

Prerequisites/Permissions:

SLMC 210

Program:

Strategic, Legal & Management Communication

COURSE DESCRIPTIONS